

**From:** [Dinkins, Darlene](#)  
**To:** [Hooven, Molly](#)  
**Cc:** [Overstreet, Anne](#); [Strauss, Linda](#); [Dinkins, Darlene](#); [Russell Wasem](#); [Stangel, Carol](#); [Parsons, Laura](#); [Anderson, Neil](#); [Sisco, Deborah](#); [Fehrenbach, Margie](#)  
**Subject:** FW: ACTION: KMUD Re: Interview 2nd gen anit-coagulants DEADLINE (TPS): ASAP, Written 5PM  
**Date:** Tuesday, February 26, 2013 4:23:11 PM

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Molly,

Here is the press release that Dale sent out on 1/31/13. Please provide this to the reporter. We will follow-up soon with additional instructions. Also, please include Debby Sisco (type in Deborah Sisco) on pesticide-related communications and copy Margie Fehrenbach.

**CONTACT:**

Dale Kemery (News media only)  
[kemery.dale@epa.gov](mailto:kemery.dale@epa.gov)  
202-564-7839  
202-564-4355

**FOR IMMEDIATE RELEASE**

January 30, 2013

## **EPA Moves to Ban 12 D-Con Mouse and Rat Control Products**

### *Action Will Prevent Thousands of Accidental Exposures Among Children Each Year*

**WASHINGTON** – The U.S. Environmental Protection Agency is moving to ban the sale of 12 D-Con mouse and rat poison products produced by Reckitt Benckiser Inc. because these products fail to comply with current EPA safety standards. Approximately 10,000 children a year are accidentally exposed to mouse and rat baits; EPA has worked cooperatively with companies to ensure that products are both safe to use around children and effective for consumers. Reckitt Benckiser Inc., maker of D-Con brand products, is the only rodenticide producer that has refused to adopt EPA's safety standards for all of its consumer use products.

"Moving forward to ban these products will prevent completely avoidable risks to children, said James Jones, acting assistant administrator for EPA's Office of Chemical Safety and Pollution Prevention. "With this action, EPA is ensuring that the products on the market are both safe and effective for consumers."

The agency has worked with a number of companies during the last five years to develop safer rodent control products that are effective, affordable, and widely available to meet the needs of consumers. Examples of products meeting EPA safety standards include Bell Laboratories' Tomcat products, PM Resources' Assault brand products and Chemsico's products.

The EPA requires rodenticide products for consumer use to be contained in protective tamper-resistant bait stations and prohibits pellets and other bait forms that cannot be secured in bait stations. In addition, the EPA prohibits the sale to residential consumers of products containing brodifacoum,

bromadiolone, difethialone, and difenacoum because of their toxicity to wildlife.

For companies that have complied with the new standards in 2011, EPA has received no reports of children being exposed to bait contained in bait stations. EPA expects to see a substantial reduction in exposures to children when the 12 D-Con products that do not comply with current standards are removed from the consumer market as millions of households use these products each year.

For a complete list of the homeowner use rat and mouse products that meet the EPA's safety standards, visit: <http://www.epa.gov/pesticides/mice-and-rats/rodent-bait-station.html>.

For a complete list of Reckitt Benckiser Inc.'s non-compliant products, visit:  
<http://www.epa.gov/pesticides/mice-and-rats/cancellation-process.html#cancellation>.

The EPA's final Notice of Intent to Cancel will be available in the EPA docket EPA-HQ-OPP-2013-0049 at [www.regulations.gov](http://www.regulations.gov). After Federal Register publication of the Notice of Intent to Cancel, Reckitt Benckiser will have 30 days to request a hearing before an EPA Administrative Law Judge. If a hearing is not requested, the cancellations become final and effective. Information on Rodenticide products and EPA's review is available at:  
<http://www.epa.gov/pesticides/reregistration/rodenticides/>

More information on preventing and controlling rodents is available at:  
<http://www.epa.gov/pesticides/controlling/rodents.htm>

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**From:** Sisco, Deborah  
**Sent:** Tuesday, February 26, 2013 4:15 PM  
**To:** Dinkins, Darlene  
**Cc:** Hooven, Molly; Overstreet, Anne  
**Subject:** RE: ACTION: KMUD Re: Interview 2nd gen anit-coagulants DEADLINE (TPS): ASAP, Written 5PM

Thanks, Darlene.

As discussed, Molly can send the reporter the press release and Molly can use the tps for her reference.

Debby Sisco  
Office of Pesticide Programs (7501P)  
Ethics Officer and Special Assistant to the Director  
Room 12651 Potomac Yard South --- (703 308-8121)

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**From:** Dinkins, Darlene  
**Sent:** Tuesday, February 26, 2013 3:45 PM  
**To:** Sisco, Deborah  
**Subject:** FW: ACTION: KMUD Re: Interview 2nd gen anit-coagulants DEADLINE (TPS): ASAP, Written 5PM

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**From:** Hooven, Molly  
**Sent:** Tuesday, February 26, 2013 3:12 PM  
**To:** Overstreet, Anne; Strauss, Linda; Dinkins, Darlene; Russell Wasem; Stangel, Carol; Parsons, Laura; Anderson, Neil  
**Subject:** ACTION: KMUD Re: Interview 2nd gen anit-coagulants DEADLINE (TPS): ASAP, Written 5PM

Hi,

(As a heads up, I know we're chatting tomorrow as I transition over, here is how I format the requests that come in. Give me a ring if you want to chat).

**SUMMARY:** Terri Klemetson, News Director for KMUD radio is working on a story about rat poison, it's food chain impacts to wildlife, current work to educate the public about alternatives, and EPA's work to regulate second generation anti-coagulants. Here's the story she aired last week, <http://www.kmud.org/news-humboldt-california/water/item/2868-new-lawsUIT-targets-rat-poison-regulation>. She has interviewed a UC Davis scientist about second generation anti-coagulant impacts to wildlife, and she spoke with environmental groups about their work educating the public. During an interview with Raptors are the Solution, EPA's work to ban specific rat poisons came to light. She wants to speak with EPA about rat poisons and would like to educate the audience about current product bans and EPA's work to regulate the poison. Interviews are 10 minutes, pre-recorded and edited for the Local News which airs at 6 pm.

**ACTION:** Would you like to pursue an interview? If so, please provide 5-10 talking points and a name and title of who could talk? If not, she is willing to accept a statement or information that she can use attributed to and EPA spokesperson.

**DEADLINE:** I would need TPs asap. If written to provide her, I'd need that by 5PM.

Molly Hooven  
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